

What is claimed is:

1. A semitransparent reflector satisfying the following optical characteristics (1) and (2):

- (1) $10 \% \leq T \leq 80 \%$,
 $20 \% \leq R \leq 90 \%$,
 $80 \% \leq (T + R) \leq 100 \%$,
- (2) $8 \% \leq (R - R_d) \leq 30 \%$,

wherein T indicates the whole light transmittance (%) of the reflector, R indicates the whole light reflectance (%) thereof, R_d indicates the whole light diffusion reflectance (%) thereof.

2. A semitransparent reflector satisfying the following optical characteristics (1) and (2):

- (1) $20 \% \leq T \leq 70 \%$,
 $30 \% \leq R \leq 80 \%$,
 $90 \% \leq (T + R) \leq 100 \%$,
- (2) $10 \% \leq (R - R_d) \leq 25 \%$,

wherein T indicates the whole light transmittance (%) of the reflector, R indicates the whole light reflectance (%) thereof, R_d indicates the whole light diffusion reflectance (%) thereof.

3. A semitransparent reflector satisfying the following optical characteristics (1) and (2):

- (1) $25 \% \leq T \leq 55 \%$,
 $40 \% \leq R \leq 70 \%$,
 $95 \% \leq (T + R) \leq 100 \%$,
- (2) $10 \% \leq (R - R_d) \leq 20 \%$,

wherein T indicates the whole light transmittance (%) of the reflector, R indicates the whole light reflectance (%) thereof, R_d indicates the whole light diffusion reflectance (%) thereof.

4. The semitransparent reflector as claimed in claim 1, which is a multi-layered, biaxially-oriented film comprising a base layer (A) and protective layers (B) and (C) that contain a thermoplastic resin, a flaky inorganic fine powder and/or an organic filler, and which has flaky pores (D).

5. The semitransparent reflector as claimed in claim 4, wherein the flaky pores (D) satisfy the following (1) to (3):

- (1) $0.1 \leq X/Y \leq 10$,
- (2) $20 \leq Y/H \leq 1000$,
- (3) $0.1 \% \leq \text{porosity} \leq 20 \%$,

wherein X indicates the pore diameter (μm) in the machine direction, Y indicates the pore diameter (μm) in the transverse direction, and H indicates the pore height (μm).

6. The semitransparent reflector as claimed in claim 4, wherein the flaky pores (D) satisfy the following (1) to (3):

- (1) $0.4 \leq X/Y \leq 1.5$,
- (2) $40 \leq Y/H \leq 500$,
- (3) $0.1 \% \leq \text{porosity} \leq 15 \%$,

wherein X indicates the pore diameter (μm) in the machine direction, Y indicates the pore diameter (μm) in the transverse direction, and H indicates the pore height (μm).

7. The semitransparent reflector as claimed in claim 4,

wherein the mean particle size of the flaky inorganic fine powder is from 3 to 30 μm , the mean aspect ratio thereof is from 2 to 100, the amount of the flaky inorganic fine powder in the base layer (A) is from 2 to 30 % by weight, and the amount of the flaky inorganic fine powder in the protective layers (B) and (C) is from 0 to 30 % by weight.

8. The semitransparent reflector as claimed in Claim 4, wherein the mean dispersion particle size of the organic filler is from 10 to 50 μm , the mean aspect ratio thereof after biaxially stretched is from 10 to 1000, the amount of the organic filler in the base layer (A) is from 2 to 30 % by weight, and the amount of the organic filler in the protective layers (B) and (C) is from 0 to 30 % by weight.

9. The semitransparent reflector as claimed in Claim 4, wherein the multi-layered biaxially-oriented film satisfies an optical characteristic of $0 \% \leq |(T - R)| \leq 60 \%$.

10. The semitransparent reflector as claimed in Claim 4, wherein the multi-layered biaxially-oriented film satisfies an optical characteristic of $0 \% \leq |(T - R)| \leq 40 \%$.

11. The semitransparent reflector as claimed in Claim 4, wherein the ratio of the draw ratio in the machine direction L_{MD} to that in the transverse direction L_{TD} of the multi-layered biaxially-oriented film, L_{MD}/L_{TD} is from 0.1 to 10.

12. The semitransparent reflector as claimed in Claim 4, wherein the ratio of the draw ratio in the machine direction

L_{MD} to that in the transverse direction L_{TD} of the multi-layered biaxially-oriented film, L_{MD}/L_{TD} is from 0.4 to 1.5.

13. The semitransparent reflector as claimed in Claim 4, wherein the areal draw ratio ($L_{MD} \times L_{TD}$) of the multi-layered biaxially-oriented film is from 9 to 80 times.

14. The semitransparent reflector as claimed in Claim 4, wherein the areal draw ratio ($L_{MD} \times L_{TD}$) of the multi-layered biaxially-oriented film is from 30 to 60 times.

15. The semitransparent reflector as claimed in Claim 4, wherein the thermoplastic resin includes a polyolefin resin.

16. The semitransparent reflector as claimed in claim 15, wherein the polyolefin resin is a propylene based resin having a melting point of not lower than 140°C.

17. A display device comprising the semitransparent reflector of Claim 1.

18. A display device with a member comprising the semitransparent reflector of Claim 1 and a polarizer bonded thereto, in which the member satisfies the following optical characteristics (1) and (2):

- (1) $5 \% \leq T_p \leq 40 \%$,
 $5 \% \leq R_p \leq 40 \%$,
 $35 \% \leq (T_p + R_p) \leq 80 \%$,
- (2) $0.35 \leq R_p/R \leq 1$,
 $0.35 \leq T_p/T \leq 1$,

wherein T_p indicates the whole light transmittance (%) of the

display device member, and R_p indicates the whole light reflectance (%) of the display device member.

19. A display device with a member comprising the semitransparent reflector of Claim 1 and a polarizer bonded thereto, in which the member satisfies the following optical characteristics (1) and (2):

- (1) $10 \% \leq T_p \leq 30 \%$,
 $10 \% \leq R_p \leq 35 \%$,
 $35 \% \leq (T_p + R_p) \leq 55 \%$,
- (2) $0.35 \leq R_p/R \leq 0.6$,
 $0.35 \leq T_p/T \leq 0.6$,

wherein T_p indicates the whole light transmittance (%) of the display device member, and R_p indicates the whole light reflectance (%) of the display device member.

20. A display device with a member comprising the semitransparent reflector of Claim 1 and a polarizer bonded thereto, in which the member satisfies the following optical characteristics (1) and (2):

- (1) $10 \% \leq T_p \leq 25 \%$,
 $15 \% \leq R_p \leq 30 \%$,
 $37 \% \leq (T_p + R_p) \leq 50 \%$,
- (2) $0.35 \leq R_p/R \leq 0.5$,
 $0.35 \leq T_p/T \leq 0.5$,

wherein T_p indicates the whole light transmittance (%) of the display device member, and R_p indicates the whole light

reflectance (%) of the display device member.